

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects

March, 1904

JANESVILLE, WIS., U. S. A.

No. 45



DIVIDENDS



As a good business man do you not consider an investment earning an EXTRA Dividend of from 3 to 10 per cent worth looking into?

Would you refuse to carry a stock of two dozen, four dozen, six dozen or a twelve dozen case assortment of Parker "Lucky Curve" Fountain Pens if by so doing you could double your Fountain Pen business? **WE THINK NOT.** Do you realize that at least one-third of the Fountain Pens sold are sold on what might be termed the **IMPULSE OF THE MOMENT?** We believe you do, if you reflect over the matter a moment.

These conditions, as above, are exactly what you have to confront. Many people expect to buy one of our Fountain Pens some time. They do not, however, give it sufficient thought to ask for a Fountain Pen unless their attention is forcibly called to it, either by the salesman making a personal talk to him, or letting the "silent salesman," the show case speak to him. The show case will do so most forcibly, if it is kept filled with a fine assortment of Parker "Lucky Curves." It will call the prospective buyer's attention to the fact that here is the pen that he has been thinking of buying. As a result, he asks to see the pen. You are on hand, ready to fit his hand, and as a result, a sale is easily made. A smaller assortment, or a broken assortment, or an assortment that looks untidy and unclean, will not attract this class of trade. You can earn a dividend for the year 1904. We are going to try a co-operative plan, and

Pay every Dealer a Dividend of the Profits of the Pen Business

who will keep his stock neat and tidy, who will comply with the conditions of Circular No. 82. If you do not already possess one of our show cases, you will note that we are making a special proposition in regard to payment on a case assortment, as per the discount circular.

There is a wrong, a medium right, and a **RIGHT WAY OF SELLING FOUNTAIN PENS.** The wrong way is to carry a few pens and have them mixed up in the show case with a miscellaneous lot of other goods. The medium right way is to have a little corner of the show case devoted to the Fountain Pens, and sell them as sort of a side issue.

The Right Way is to have one of our Special Show Cases

keep it well filled and in nice condition, and put **BEHIND IT AN ENTERPRISING, WIDE-AWAKE AND AMBITIOUS CLERK,** and you will have the key that unlocks the door to a successful Fountain Pen business.

Write us today and let us enter your name on our list for dividend earners for the year 1904. Count up the number of Parker "Lucky Curves" you have in your case, and then send in an order for enough more to complete your assortment to correspond with the size of your case, and you will have done the first step necessary. A dividend of from \$5 to \$200 or more which it is possible for you to earn is certainly worth working for. This, however, will be the least of your profits, for by maintaining an assortment of pens as we have suggested, and paying the attention to the line that you will, is what will bring you the greatest amount of profit.

Sincerely Yours,

THE PARKER PEN CO. Per G. S. P.

Do you want to command an increase in pay? Then show your employer that by your fertility of thought, your resourcefulness, your ability to do things better, to get better results, make better sales than you have done, and the promotion will come. Don't, under any circumstances, get the idea that you will do but a dollar's worth of work for a dollars worth of pay. Such an idea is corrosive and dangerous.

DON'T BE FOUND SHORT WEIGHT.

Remember you are on trial. You are being tested. Don't be found short weight. Enlarge your capacity. Show what you can do. In doing so you are growing stronger mentally, and better equipped to take your place as a man among men.

When you concentrate your mind on certain thing, when you bend every energy to accomplish that thing, you are pretty reasonably sure to do it. On the other hand, if you give it only a passing thought, never concentrating your thought forces to

EVERY ENERGY

the accomplishment of the deed, you fail. The man who concentrates and has the force of determination behind it, is a success. Have you been a failure thus far? Not too late to remedy. Resolve today—NOW—to do some little, unimportant thing that requires effort and WILL. Don't make the task too heavy, for your will power may still be weak. Be sure and ask yourself to do no more than you feel you can and will do. THEN DO IT. This is the starting point. The next thing, make it a little more difficult, follow it up with yet another. The foundation is being laid. Build slow but sure. Soon will come that delicious, refreshing, invigorating sensation of lifting yourself out of the rut in which so many travel.

You would have no respect for a general who did not think out his plan of campaign in detail. Now

DR. BROWN

is your campaign as a salesman in the interest of your employer any different? If you would do your best, do you not reason thus: "My employer has gotten in a nice line of Parker Pens. Now there is a fine pen for writing prescriptions. I must sell that to Dr. Brown the next time he comes in. I will have some pen carbon handy and will show him how he can make an original and duplicate copy of his writing. He is a busy man and I am sure he will buy such a convenience. I will put it before him so he cannot afford not to buy. Then there is Mr. Charlton, the stock buyer. He writes heavily and I know would like a big pen. I will just lay aside this No. 25 for him." Get a whole list of people like this. Then **think, THINK, THINK**, and you have them favorable to the idea before they even get to the store. Now whether you believe in psychology or not you will find this plan will make things come easy.

Throw out just as many lines as you can. Cultivate the social side of your customers. Make your customers feel that in waiting upon them you are simply helping them in making their selection. To lead your customer and have him feel that he is the one that is doing the leading, but that your presence is both agreeable and helpful is where the real fine art comes in. Throw your whole soul into it. Lead your customer on by those invisible lines you know so well how to manipulate, and which your customer is not aware is being used. There is a future for such a salesman. He will be busy when the rest are out of a job.

SUCH A SALESMAN

Do one thing at a time, but do it the best it can be done. Then see how much easier the next big job is tackled.

Once in a while, a man writes us and says: "I would like to handle your goods but you do not allow as large a discount as some others." Now if this man would just put on his thinking cap a moment, he would discover that the discount on the Parker is most liberal. Suppose he can buy a bill of pens of uncertain quality and reputation, for which there is no demand and no call. He possibly can turn the stock over in two years. People who read ask for the "Lucky Curve." Now in stocking the Parker Pen, the dealer gets the benefit of having trade worked up for him. He turns his stock three times, where the other fellow, who wants to buy "cheap," does once. The economical (?) buyer pays dearly for his experience. The safe way is to get good goods that have a reputation, made by a firm who stand behind that reputation and who are willing to divide profits with the dealer and advertise the goods for the dealer, enabling him to turn his goods quickly.

DIVIDE THE PROFITS

The writer has in his heart a very warm spot for the salesman, who takes enough interest in his employer's work to go a little deeper than the surface. We mean by this, not merely putting in his time standing behind the counter, but who studies into the conditions and requirements necessary to do a particularly successful Fountain Pen business.

There is just as much difference in clerks, as regards the number of pens that they sell, as there is difference between daylight and darkness. A clerk who will take no interest in the line, make no special effort to protect the interests of his employer, by making his time as valuable to his firm as may be, will, in order to justify his lack of ambition, state that there is "no demand for the goods," will always be a clerk—if his employer is charitable enough to keep him.

THERE IS A DIFFERENCE

On the other hand, the clerk who has the necessary attributes to become a successful business man of the future is the one who makes things move, who sells pens, and who sells lots of them. He is a man with a future. He can size up a man so quickly that he would not think of putting a soft flexible pen into the hands of a man who bears down heavily, or putting a Manifold Pen into the hands of a man who bears down lightly. O, No! Successful salesmen use tact, failures do not. The ear marks of successful or unsuccessful salesmen are shown in every account we have upon our books. What we want to know is, where the successful, bright, ambitious, alert, live, wide-awake salesmen are located, with what firms they are engaged. We want them to carry and own a Parker "Lucky Curve" pen, that they will earn by their own personal efforts. We also want some information that these salesmen can give us. Therefore, we are going to make every clerk in the employ of the dealer who is selling Parker Fountain Pens a present of one of our regular "Lucky Curve" Fountain Pens, providing he will comply with the conditions on the Due Bill, which is sent with an order for Parker Pens.

SIZE UP A MAN

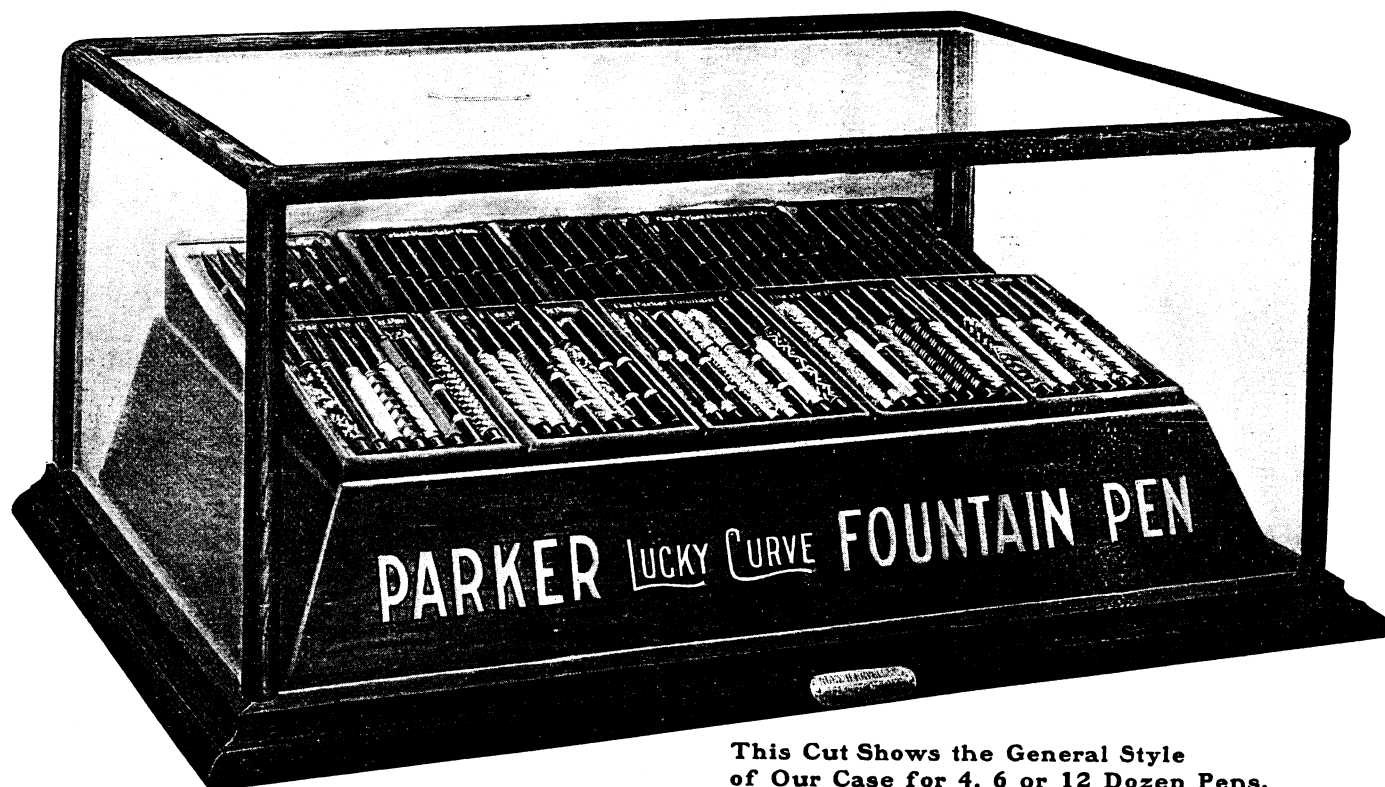
Enable your employer to make a nice sum in Dividends this year. Mr. Salesman its largely up to you whether your employer makes as much as is possible to be made. Don't you think it would please your employer greatly to have you make a record selling goods that paid a nice profit and then at the end of the year have a dividend coming on his purchase as a result of your hustle and push. Just try it.

Mr. Clerk.—When your firm orders Parker Pens look for the sealed envelope addressed to you in same package with goods. Its for you and nobody else.

OUR ASSISTANCE

TO EVERY DEALER who is handling our Fountain Pens, we will be very glad to extend our assistance in helping to take care of his stock. If you have any of our pens on hand that are not right or have developed "bad," or leak, or give you any trouble whatsoever, send them right in to us, together with a statement of the trouble, and we will either fix them for you, free of charge, (if not actually broken) or send you new pens in exchange for them. We will treat you liberally in these matters. We want you to sell the pens in the greatest possible numbers, and by helping you to keep your stock in first-class condition, we know that this can be done. Whenever you have a pen to repair, do not put it in the case and wait for some more convenient time to send it in, but **SEND IT IN TODAY**. Always please fill in name and address. This will enable our Repair Department to give prompt attention to your order.

MR. CLERK.—If you have found any plan or line of argument in selling pens especially effective, wont you write us about it? We would like to publish a few such letters.



This Cut Shows the General Style
of Our Case for 4, 6 or 12 Dozen Pens.

Such a case as the above would be one of the best advertisements, the best aid that you could get in touch with. This cut shows the general style of our 4, 6 and 12 dozen size cases. We will loan one to any dealer who will use it exclusively for displaying Parker Pens, and who will order a corresponding amount of Parker Pens to fill it. They are handsomely finished. Fitted with beautifully plush lined trays.

The man who has the nerve to put in a gross assortment will be a doubly assured winner. See the prestige he would gain by the display. The prestige of advertising the largest assortment in town would be a trade magnet. Certainly a grand opportunity at the elbow of the man who has the courage to grasp it. Especially liberal installment plan of paying for such an assortment. See circular No. 82.

READ THE EVIDENCE

Parker Pen Co., Janesville, Wis.

Gentlemen: Enclosed find draft for \$20.00 to apply on account. Am well pleased with "Parker Pen Business," have sold more Fountain Pens since I put in the Case Assortment than I sold in four years before that.

Yours truly,
L. S. GRIMM, Jewell City, Kansas.

Another case customer says that high priced pens sell the best.

Parker Pen Co., Janesville, Wis.

Gentlemen: I enclose herewith my check for the first installment on the bill of goods sent me. Wish to say that I am well satisfied with the pens so far and have sold a lot of them since I displayed the case. The higher price pens seem to sell first.

Respectfully,
C. F. PFLUEGER, Carey, Ohio.

The Parker Pen Co., Janesville, Wis.

Gentlemen: I enclose check in payment of amount due this month on Pen Assortment. It was the best investment I ever made when I permitted your Agent to ship me the six dozen Assortment of your "Lucky Curve Fountain Pens."

The Pens have sold beyond expectation, the sales each month more than pay the liberal installments that you granted me.

Respectfully,
Jos. R. HARRISON,
Columbia, City, Ind.

*These letters tell the story more eloquently than we
could possibly do it.*

A "Big Head" and a big bank account were never found together.

*This Accident Policy...
with every Parker Pen
Is what does the business*



THIS warrant goes with every Parker Pen. It insures the Cap, Barrel, Feeder, Nozzle and Plug against breakage, accidental or otherwise, for one year from date of sale; providing Policy is returned with broken pen for identification. . . .

THE GEO. S. PARKER JOINTLESS "LUCKY CURVE" FOUNTAIN PEN.

No Joints
No Threads
No Leaks

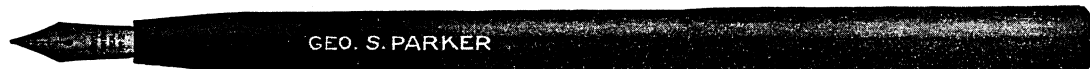


SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.
Cut of Jointless pens about 3/4 size.



No. 018. Price, \$2.00. Jointless.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or "that girl," you can do it with a Parker No. 018. Not quite so large as the next size but it is good and fully warranted.



No. 020. Price, \$2.50. Jointless.

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse, or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted **No. 021**. A beautiful present for a birthday.

Nos. 020, 023, and 024, fitted especially for shorthand writing when so ordered. Same number supplied with pens especially for manifold purposes, only when specially ordered.



No. 023. Price, \$3.00. Jointless.

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.



No. 024. Price \$4.00. Jointless.

Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing, by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 024. Price \$4.00. Jointless or Screw Joint.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cut but imperfectly represent the pens. To appreciate the real beauty of these pens they must be seen.

MR. CLERK—If there is any special information regarding any branch of the pen business on which you want help, will you not please write us?

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

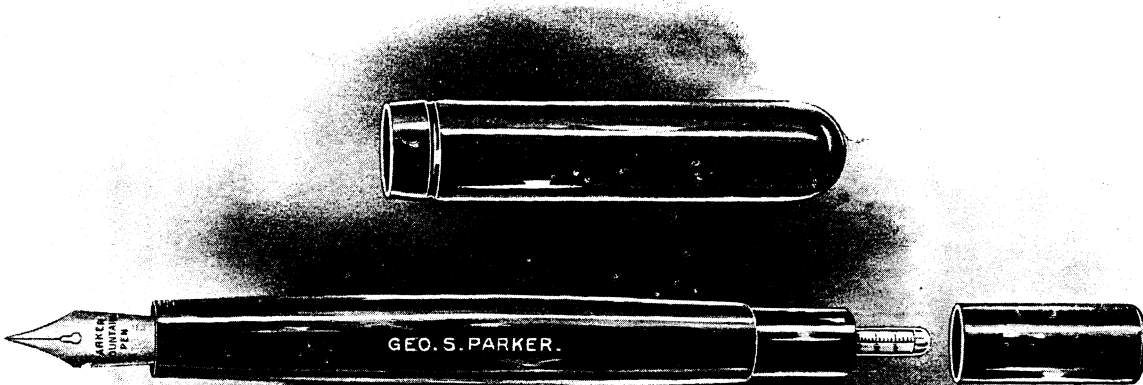


No. 024. Bull Dog Special. Price \$4.00.

This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary.



Parker Jointless Physician's Thermometer Fountain Pen, Price \$6.00. Smaller Size \$5.00.



No. 023. Hexagon. Price, \$3.00. (New.) Cut 1/2 size.

Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break Cap" fully warranted. If you prefer a pen with a screw joint, here it is.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, course or stub pen as wanted.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

NEW SPECIAL
(Cut 1/2 Size)
PRICE \$1.50



Slip over cap. Does not have "Lucky Curve." A lot of Pen for a little price.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 24. Price, \$4.00. Screw Joint.

This pen is much larger than the general run of pens, and are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)



No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.

Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

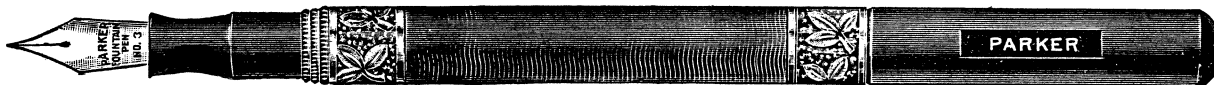


No. 8. Hexagon. Price, \$2.50.

Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber

FOUNTAIN PEN INK should go with every order. Each bottle filled with patent filler ready for immediate use. Packed in handsome cartons. Retail price 25c per bottle. Wholesale price \$1.25 per dozen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday, or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.

This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design IntSerling Silver \$5.00.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see page 14.



No. 021. Jointless. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen. If preferred can supply with screw joint when so ordered.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The Silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16. same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

TRAVELERS' INK. Bottle packed in Screw Top Wooden Case. Patent Filler. Can be put in a grip or trunk with safety. \$1.00 per dozen.

THESE CUTS SHOW THE NEW SPEAR HEAD INK RETAINER

NOW USED ON THE

Parker "Lucky Curve" Fountain Pen

Prevents the ink from dropping off the point of pen when the ink is low in the fountain.

You should know more about this great improvement, which has proven to be a great success.

PARKER'S IVORY PASTE Answers every requirement that mullage can be put to and ten times more convenient. Cleanly, fragrant, pure white. A great convenience in home, office or library. Price, **30c** each, wholesale **\$1.80** per dozen.

BANKER'S SAFETY INK There is not a banker, lawyer or insurance man in your city of any not that would not gladly make an investment in this wonderful ink if they knew about it. The only kind of ink with which wills or any kind of important papers should be written. The only safety ink sold. **Acids will not affect it.** Quarts only. Speak to your lawyer or banker about it. Price, **\$1.00** per quart, wholesale **\$6.00** per dozen.

PARKER'S WRITING FLUID Quarts, full measure, each **75c**. Wholesale price, **\$4.00** per dozen.

CARBON PAPER Not one person in a hundred understand the modern uses Carbon Paper is being daily put to. It is the means when used with a Parker Manifold Fountain Pen of preserving an exact copy of your correspondence, orders or of any kind of writing. Impressions or copy books are but relics of the past as compared with carbon copies. The use of carbon paper saves the Parker Pen Co., hundreds of dollars a year. You should not only use it yourself but recommend it to others as it is a time saver. Two kinds, one for the pen, the other for the typewriter. By a recent order the U S Express Co. have done away with impression copy, and require carbon copy instead in all offices. Size of sheets, 9x11 or 9x13 inches as ordered. Per dozen sheets, **60c**. 100 sheets in a box, **\$1.00**, wholesale price **\$2.00** per one hundred sheets.

PARKER'S FOUNTAIN PEN INK Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Patent Rubber Cork fitted with each bottle. Price, **25c** per bottle. Wholesale price, **\$1.25** per dozen. Cannot be sent by mail. Same as above without patent filler **\$1.00** per doz. Better order a quarter gross as it is a great seller. Remember ¼ gross by freight will go as cheaply as a dozen by express.

PARKER TYPEWRITER RIBBON Quality AA1 assorted colors as desired, packed in tin boxes, **75c**. Quality AA1, packed in handsome lithographed boxes, **75c**.

HERE IS AN ARTICLE that will be appreciated by every one who uses a Fountain Pen or ball pen. With it there is no longer any danger of losing your writing instruments. The mouth of the pocket will go in easily and the pocket gradually becomes smaller toward the bottom so the article is held securely in place. The "Pocket" is worn in the vest pocket in which it is fastened, and out of sight. It is made of handsomely trimmed leather in various colors. No. 1 Pocket, one part, **10c**. No. 2 Pocket, two parts, **15c**. No. 3 Pocket, three parts, **25c**. Same discount as on pens.

MERCUR PENS

\$6.00 PER DOZEN

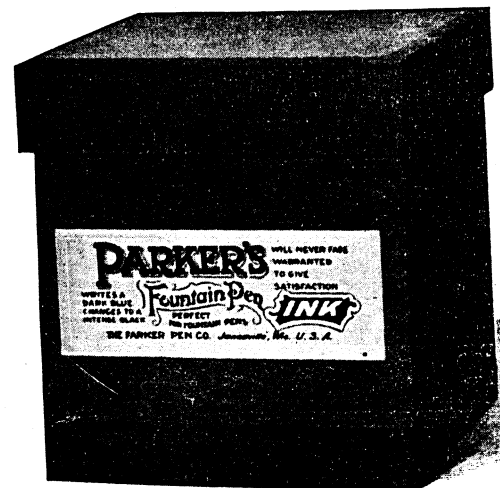
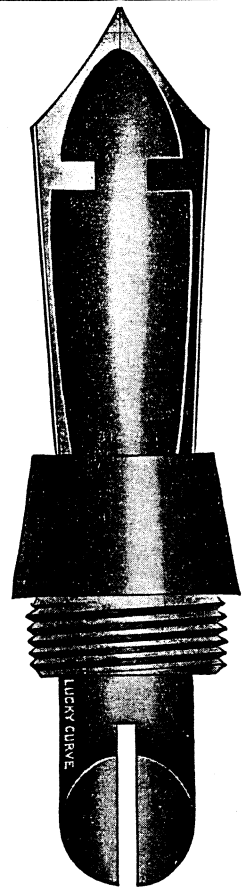
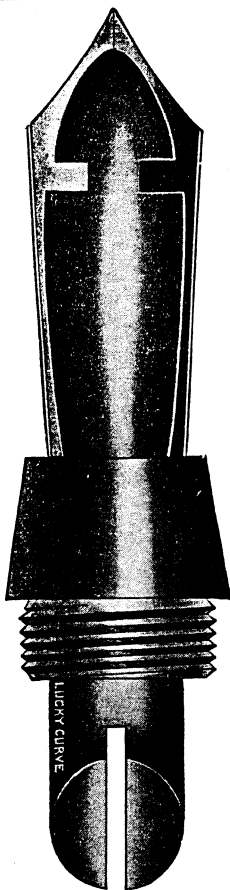
In view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader, we have concluded to put out a Fountain Pen under the name of "Mercur" that we will sell to the trade in lots of one dozen, or more, at **\$6.00** per dozen. We prefer not to sell in less than dozen lots, but in event less than one dozen is ordered, the price will be **\$6.60** per dozen. Just the thing with which to make a run. A gross would cost you **\$70.00**. It is an excellent pen for the money and will give very good satisfaction. We are in a position to fill orders, large or small.

SILVER DOLLAR.
Upper or Lower Feed
as desired.
PRICE, **\$1.00.**



(SUPPLIED UNDER THE NAME OF "PALMER PEN" IF DESIRED.)

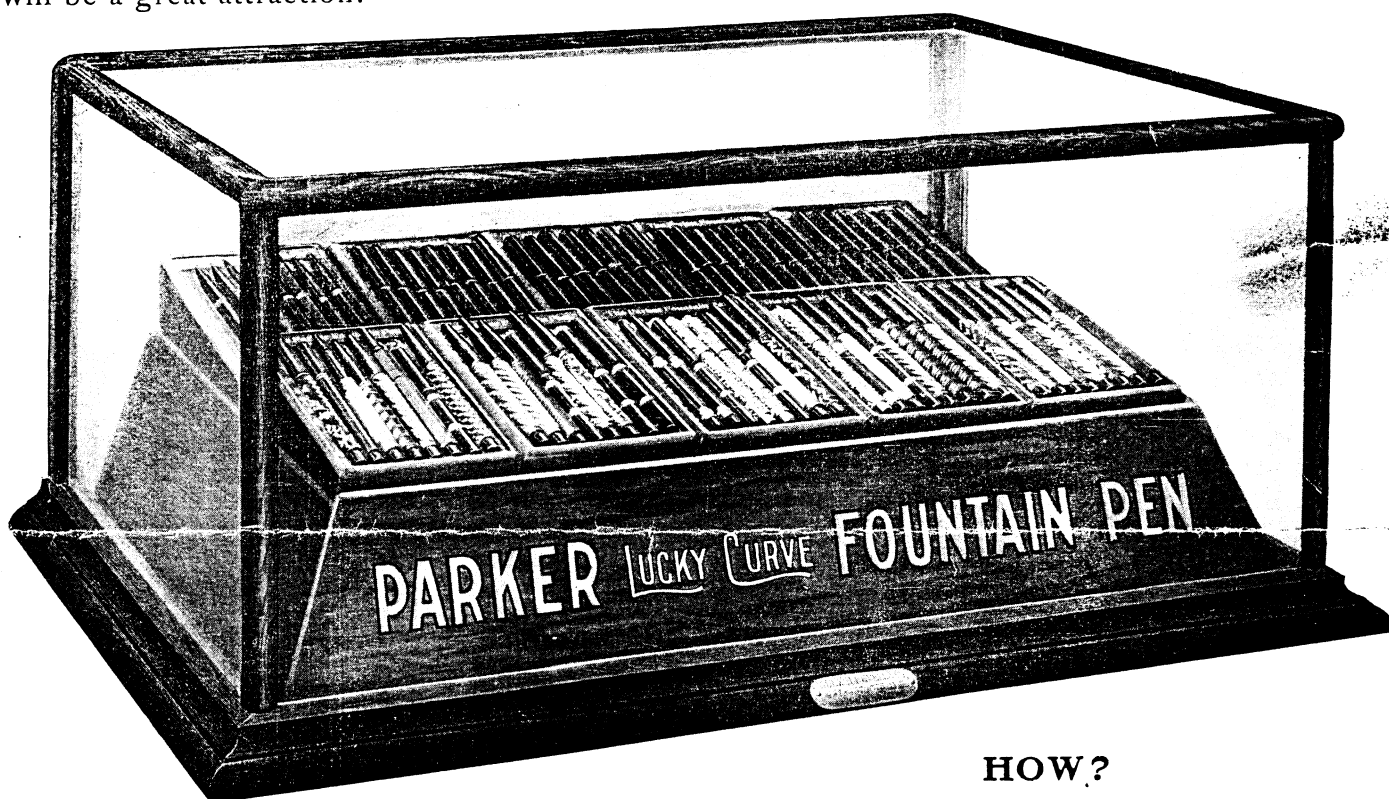
This pen is cheap, but good. It is not sold as equal to the Lucky Curve Parker, for it is not. Good pen for the money. Has screw joint but does not have Lucky Curve feed. Best the market affords for the price.



AUGUST 1, 1904

A PARKER PEN, 4 FEET LONG

To any dealer who has one of our Case Assortments and maintains full assortment of Parker Pens, or who will place an order for a Case Assortment, we will send one of the most expensive and attractive pieces of advertising we have ever sent out—A big Parker Pen, four feet long, made of Paper Mache. A perfect reproduction of a Parker Pen. Hung in your window will be a great attraction.



ST. LOUIS

The effort we are making for window displays ought to interest you. It means a trip to St. Louis for some one! Why not you? Besides all this, the display of a pen window will give your fountain pen business new life.

Did you ever see a little plant that was set out, die for want of water? Do you know that we have implanted in the minds of many thousands and among them your own customers, the desire to own a Parker Pen? The desire may be as yet a small one. It's now up to you to encourage, foster and develop this desire until it crystalizes into a sale.

HOW?

In many ways:

First by personal application. Individually calling your customers' attention to the comfort and pleasure that awaits the user of a Parker Pen. Induce him to try a "Lucky Curve."

Get the fountain habit started with your customers. Make him think Parker Pens. Have a special show case well stocked and filled with a nicely arranged, well taken care of stock of pens.

Create a fountain pen atmosphere and you will soon see slow sales slip along to a good business.

Don't wait for some one else to do for you what you are not willing to do for yourself. If you succeed it's because you have worked your own way through obstacles to success—for there is no other road. If the kicker, growler and complainer would devote as much energy to succeeding as he does to keep from being successful, his record would then be the talk of the town.

August, the month to lay in stocks. Order your fall stock of Fountain Pens. Get your guns primed and ready for the biggest and best business you have ever had.

September Side Talks will contain some interesting items. If you like to read it and do not get it as published, let us know.

Advertising

Here is a sample of what will be done this fall for Parker Pens. Look for this advertisement in such publications as *Munsey Success*, *Saturday Evening Post*, *Everybody's*, *McClure's*, *Scribner's*, *Youth's Companion* and many others.

We are just old fashioned enough to feel grateful to every dealer who is so loyal as to push the "Lucky Curve" that we consider our work only half done when we have sold him the goods. Hence, we advertise to help him move the goods after he has them in stock.

Already many dealers have made displays, and will do so again and again, for in not a

single report received by us has anything but numerous sales been reported, and astonishment expressed at the way these window displays take.

If you go to St. Louis (and you ought) we want you to visit our "Exhibit" in charge of Mr. Colling. We have several workmen from our factory to show some of the many processes through which fountain pens go in process of manufacture.

Mr. Colling is a pleasant gentleman to meet and if he can be of any service to you while at the Fair he will be only too glad to do so.

ONE OF MANY

St. Edward, Neb.
Parker Pen Co.,
Janesville, Wis.

Dear Sirs: Kindly send me the necessary material for making window display. I have sold more pens in the last ninety days than I used to sell during an entire year, all owing to your display case. Yours very truly,
JOHN A. LINDBO.

One of our friends an enthusiastic Parker Pen Pusher sends us the following which we think you will enjoy reading:

With apology to Sir Walter Scott. Good wishes to the Parker Pen.

Breathes there a man with soul so dead,
Who never to himself hath said—
"I'll buy myself a Parker Pen!"
Then goes and buys another make,
And early learns his pen's a fake;
And he, a monstrous fool hath been,
If such there be, go, mark him well;
The ink-blots shall the sad tales tell
On every page his hand hath penned,
In business brief or to his friend.
This wretch who signs a blotted name,
Respect of man can never claim.
Living shall forfeit fair renown,
And, doubly dying, shall go down—
To the vile dust from whence he sprung,
Unwept—Unhonored—and unsung!

SPECIAL DATING

Any order for two dozen or more Parker Pens received this month will be given a September first dating.

If the order is for a Case Assortment you may, on a four-dozen case, pay in installments so that your monthly sales would undoubtedly far more than pay amounts due each month.

On any four-dozen case order received this month we will bill as follows: Pay one-quarter October first, one-quarter November first, one-quarter December first, one-quarter January first. On a six-dozen assortment you can have these terms: Pay one-sixth October first, one-sixth November first, one-sixth December first, one-sixth January first; 1905, one-sixth February first; one-sixth March first, or discount entire bill any time before September 10th, 1904. The best business opportunity for a live man yet offered.

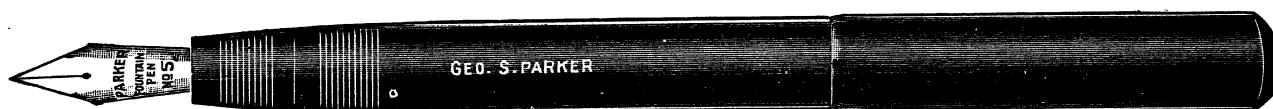
If you will devote a window to fountain pens, we will send you a lot of signs and hang-ers for advertising purposes.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 24. Price, \$4.00. Screw Joint.

This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)



No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.

Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.



No. 8. Hexagon. Price, \$2.50.

Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber

FOUNTAIN PEN INK should go with every order. Each bottle filled with patent filler ready for immediate use. Packed in handsome cartons. Retail price 25c per bottle. Wholesale price \$1.25 per dozen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

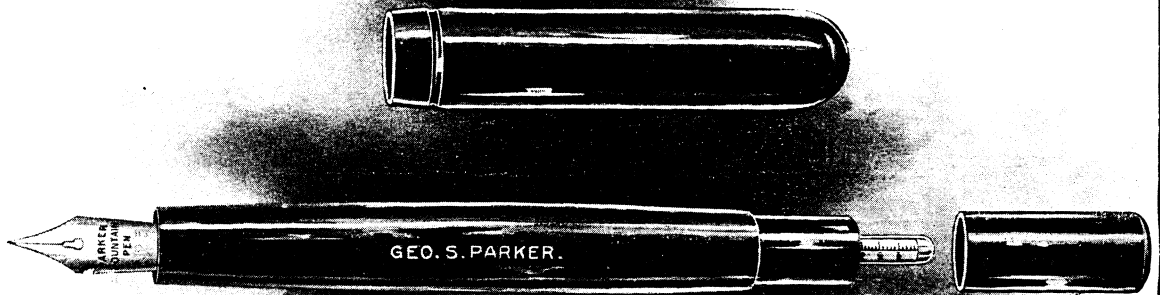


No. 024. Bull Dog Special. Price \$4.00.

This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary.



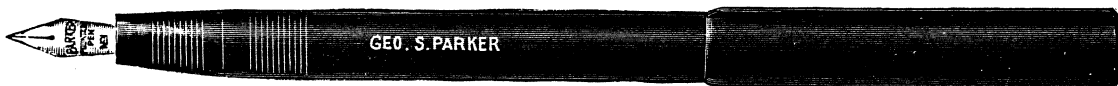
Parker Jointless Physician's Thermometer Fountain Pen, Price \$6.00. Smaller Size \$5.00.



No. 023. Hexagon. Price, \$3.00. (New.) Cut 1/2 size.

Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



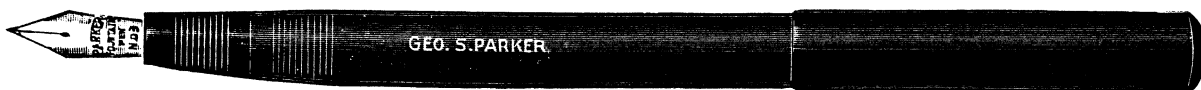
No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break Cap" fully warranted. If you prefer a pen with a screw joint, here it is.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, course or stub pen as wanted.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

NEW SPECIAL
(Cut 1/2 Size)
PRICE \$1.50



Slip over cap. Does not have "Lucky Curve." A lot of Pen for a little price.

*This Accident Policy...
with every Parker Pen
Is what does the business*



THIS warrant goes with every Parker Pen. It insures the Cap, Barrel, Feeder, Nozzle and Plug against breakage, accidental or otherwise, for one year from date of sale; providing Policy is returned with broken pen for identification. . . .

THE GEO. S. PARKER JOINTLESS "LUCKY CURVE" FOUNTAIN PEN.

No Joints
No Threads
No Leaks



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.
Cut of Jointless pens about $\frac{3}{4}$ size.



No. 018. Price, \$2.00. Jointless.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or "that girl," you can do it with a Parker No. 018. Not quite so large as the next size but it is good and fully warranted.



No. 020. Price, \$2.50. Jointless.

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse, or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted **No. 021**. A beautiful present for a birthday.

Nos. 020, 023, and 024, fitted especially for shorthand writing when so ordered. Same number supplied with pens especially for manifold purposes, only when specially ordered.



No. 023. Price, \$3.00. Jointless.

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.



No. 024. Price \$4.00. Jointless.

Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing, by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 024. Price \$4.00. Jointless or Screw Joint.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cut but imperfectly represent the pens. To appreciate the real beauty of these pens they must be seen.

MR. CLERK—If there is any special information regarding any branch of the pen business on which you want help, will you not please write us?

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday, or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.

This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see page 14.



No. 021. Jointless. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen. If preferred can supply with Screw Joint when so ordered.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The Silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

TRAVELERS' INK. Bottle packed in Screw Top Wooden Case. Patent Filler. Can be put in a grip or trunk with safety. \$1.00 per dozen.

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

September, 1904.

JANESVILLE, WIS., U. S. A.

No. 47

IF YOU WANT TO SUCCEED DEPEND UPON YOURSELF

Hard, Persistent, Constant, Personal Efforts, well-directed, bring what
the multitude call

LUCK

Lucky indeed is the man who has the grit and gumption to succeed and
WHO KNOWS HE IS MASTER OF SUCCESS.

DO you have competition in pen selling?

Then make your store the pen-place of the town! Don't try to kill grizzly bears with a pop-gun. Do not expect to do the pen business of your town with a half dozen or a dozen pens. When people in your town think of a fountain pen, make them think of your store in connection with it.

If you have a Parker Pen Case, keep it full, your assortment up, your stock clean—no "old quills" or "cripples;" (send such to the factory and get them fixed.)

If you are still doing business by old-time methods, now is the time to get in line and get in vibration with business-bringing methods. Put in a show-case assortment of 4 dozen, 6 dozen, 12 dozen or 2-gross assortment.

Take a bold step forward, for if you want big returns,

**THINK BIG, DO BETTER, AND OPEN UP THE AVENUE THAT
LEADS TO BIG THINGS *instead of* FOLLOWING A BY-PATH**

In stocking the Parker Pen—

You have the kind of goods that sell.

You have the customers who have had implanted in their minds the desire to own a Parker Pen.

You have the kind of arguments that carry conviction and develop this desire into a sale.

**YOU HAVE THE INCENTIVES TO SUCCEED WHICH WILL
BRING YOU PROFITS AND BUSINESS ADVANCEMENT ❁ ❁**

Let us personally and collectively put our heads into the work, our shoulders to the wheel as we never have before, and then **push, push, PUSH**, and all previous records will be broken.

The Parker Pen Co., ❁ ❁ Janesville, Wis.

Individual Energy

Success is something we all desire to obtain. Success, or its absence, you see in every man you meet.

There are certain fundamental principles which govern the laws of success. They apply at all stages. One of these is Individual Energy.

If we would try as hard to do for ourselves as we try to get others to do for us, success would be within our grasp at once. Remember, no one has half as much interest in your success as you have, and if you, having more interest in your own advancement than anyone else, do not take interest enough to obtain by **your own efforts** that which can be obtained in no other way, then why should you complain if failure marks your course?

Your Acts are Recorded

The salesman who will work as though the business were his, not leave undone for tomorrow what should be done today, not stumble thoughtlessly along but with an intelligent forethought, making as few mistakes as possible and never the same one twice, has grasped the basic principles of success, providing his character is of that rugged, sterling quality that inspires confidence.

If every employee but realized how the daily acts are recorded, any special aptitude noted, any particular good stroke of business done, some intricate deal that had been well done—better done than had been expected, a character that disclosed an honest, fearless, loyal worker, surely then more care would be exercised in our daily character building.

On Trial He Is

In the successful conduct of almost any business, opportunities frequently arise for the promotion, or advancement of someone in the business. Then comes the balancing of the ledger account with this employee. It is the record this employee has made when he was **not** supposed to be on trial, so to speak, yet on trial he is, and upon the summing up, the balancing of his ability and usefulness account, is hinged his advancement. Every employer knows how hard it is for his employees to appreciate and value their daily work as a means of ultimate promotion. The pleasure that is given the employer by the development of any unusual ability or fidelity, more than is called for in the rules and regulations, brings its reward that counts.

The next four months are months of Fountain Pen selling. Unless you are in business for the benefit of your neighbor, you had better get your order in for a nice lot of the "Lucky Curves."

Will they sell? Most assuredly they will. They will surprise you by turning into money so quickly, you will wonder why you have so long been without them.

Strengthen Where We Are Weak

Few men achieve success without work and hard work. Persistent work in the right direction will accomplish wonders. The man who sits down and gets the blues because he is not getting as much business as his hustling neighbor, can never succeed while in that condition. All his best forces that should uplift, are dormant.

We learn in the lesson of life that every obstacle placed in our pathway, every perplexing business problem that is presented to us, is put there for the purpose of developing and strengthening us where we are weak.

Please remember, never is a load made heavier than can be borne, if you only will eliminate worry. Worry is the worst kind of rust; an acid that cuts, destroys, weakens. Cut it out, for impossible as it may seem, it can be done.

Take him for an example

Once in a while, you hear of a "brilliant man" succeeding. They are not very common, however.

One common, ordinary man, who has a character founded upon honesty, who starts out to do a thing, who keeps his eye on the objective spot and who keeps pounding right away with a persistency that knows no obstacle too hard to overcome, is the man to look to for results. Take him for an example. "Do the right thing, at the right time, in the right way."

Far up the mountain side

Do not get the impression that you are cut out for some great big job, and that the work you are doing is beneath your dignity. The big thing for which you are looking would probably find you unprepared to take charge of it, and then defeat would stare you in the face. Do this very hour the work you have to do **better than you have ever done before**. Until you do, you are not ready for advancement. Step by step you advance, by doing a little better each day, almost before you know it, you are far up the mountain-side. The big thing, for which you were once longing, has at last come, but not by one bound, but by successive steps. The accomplishment of each one gave you power and strength for the next.

Opportunities

Opportunities are everywhere. So common and plentiful, in fact, the most people ignore them.

Once in a great while, a man says "Pens do not sell in my town." This man is simply prodigal and is dissipated in his opportunities. Around every dealer who sells goods are unlimited opportunities for selling Fountain Pens. Parker Pens have been, and are, and will continue to be so thoroughly advertised that a desire has been implanted in the minds of nearly all who write, to share in the comfort, pleasure and real satisfaction awaiting them in the use of the "Lucky Curve."

The "Lucky Curve"

Will every one who has read a Parker Pen advertisement ask for a "Lucky Curve"? Oh No! All an advertisement can do is to plant the seed, the seed of desire to own, and use. Then it is turned over to the dealer.

If he neglects it, waits for the desire to develop **without** aid on his part, he is pretty sure to be disappointed. On the other hand, if he realizes that every one who enters his store is a possible, and even a probable customer for a Parker Pen, will act upon the principle that these prospects, to develop, need encouragement, cultivation and assistance, the desire thus nourished and developed, becomes, under the skillful and adroit handling of a good salesman, **an actual sale**.

You must do the rest

Make it **your** business to have a word with Dr. Jones, Mr. Dobbs, Miss Story, and a lot of the rest the next time opportunity presents.

Then make it a point to experiment on these people. Just cultivate and develop that desire you know they are carrying around with them. Get them to try a pen. See that it fits the hand. Have them take it home and try it for a few days. In other words, **get the Fountain Pen habit started**. Ask them to report on the pen in a few days. Ninety cases out of one hundred sales will be made in this way. Study human nature a little. Such a sense of satisfaction will come to you as you will see what really wonderful results will soon begin to show as coming from your own efforts thus applied. Then you are beginning to see what the "Science of Salesmanship" means.

Tap the Main Line

ELECTROTYPES

Herewith you will find several set up advertisements for your use. We will be glad to loan any one or all of these to any dealer who will agree to use them in his local paper. The name and address is to be placed at the bottom of the advertisement.

Local advertising taps the main line of our general advertising, and **brings to the local dealer who does it the business that we have worked up ready for him by our general advertising.**

It is not only good fountain pen advertising, but will advertise your business as well.

A STACK OF FAVORITES

with the great army of pen users



The Parker Lucky Curve Fountain Pen

Are you tired of using steel pens? Are you not even tired of using inferior fountain pens? A poor pen is a nuisance. A good pen is a blessing.

We sell the pen that has the **Lucky Curve**

and stand behind the warrant. Come in and let us show you how smooth and easy these pens will write.

Electro No. 1.—Double Column Adv.

What Kind Can You Use?

YOU THINK IT OVER

For you could not find a better or more useful article than a

PARKER LUCKY CURVE FOUNTAIN PEN

We have a complete line. Prices from \$1.50 to \$10.00. Let us remind you that right now is the time to pick one out. We guarantee them.

Electro No. 2. Single Column.

Of signs we have many. "Use the Parker Pen." A small Iron Sign for out door use; size about 3x14 in. Parker Fountain Pen with Horse Shoe and Cut of pen. Enamel out-of-door Sign with Flange. Size about 10x10 in. "Parker Lucky Curve," a beautiful, semi-transparent celluloid sign; size 4½x10 in.

"It works for you, but feeds itself." Muslin poster; 18x48 inches. A fine, new subject.

"They're good." 8x18 muslin hanger. Vivian—Female Figure. Hanger, 18x20 inches.

Stack of Favorites; 12x18 inches. "The Lucky Curve." Comic hanger.

Let us know what you wish from this list and we will send it to any Parker Pen dealer.

Parker Pen Co.

Janesville, Wis.,

U. S. A.

Do You Want

Your friend to remember you forever? If you do, make him or her a present of a

PARKER LUCKY CURVE FOUNTAIN PEN

Prices \$1.50 to \$10. Let us put one aside for you. These are the pens you see advertised in the magazines. We warrant them as well as the maker.

Electro No. 3. Single Column.

ONE DEALER SAYS: "I have sold more pens in the few days that I have had my Parker Pen Window than I had sold in four months before." Another says: "Twelve pens sold is our record during our display, in a dull time," and so it goes.

The big Papier-mache Pen attracts the attention of every one. The signs make them read, and the dealer sells the goods.

All this advertising matter, including the big pen, will be sent to any dealer who is carrying a case assortment of our goods and keeping up his assortment. We will also prepay the express charges ourselves.

Enter the Contest at once, and let us send you the material.

Parker Pens—They're good. This is an advertisement which will be seen and read by millions of people—your own customers—people right in your own town. Do you know what it will do? It will implant a desire in the minds of your customers to own a Parker Pen. In many cases this desire will develop without any aid on your part so the reader will ask—Do you sell the Parker Pen? In many cases you will have to develop the desire, encourage it. Bring to the surface the desire, by familiarizing your customer with the good and desirable qualities of the Parker Pen. Just get the fountain pen habit started with your customers, for it is a good habit and you have things coming your way.

By the way, don't you think that the manufacturer who voluntarily spends a portion of his profits for advertising to help the dealer sell the goods, even after the dealer has bought and paid for his goods, is a pretty good fellow? There are some manufacturers who think their duty is done as soon as they have sold the goods and the dealer must work up his own demand. From our standpoint as long as the dealers treat us so nicely and loyally, to the extent of preferring to give us their trade in preference to others, we are going to show our appreciation in the most substantial manner we know how—by advertising for their benefit and directing all the trade we can to such firms.

To those of our friends who live in college towns and who do local advertising, we would suggest using the two letters which we print herewith, inserting the name of the dealer at the proper place and making heading and dating to correspond with local conditions. You will find this kind of advertising will interest the college boys. If you can use more copy of this character we will be glad to furnish it to you.

Dear Father and Sister:—

ALFRED, N. Y., September 1, 1904.

Everything is so new and strange to me that I almost feel like a rat in a strange garret. However, I am sure I am going to like it here. Some of the fellows who have been here some time, look at me with a look that seems to say, "Why are you on earth?" and I overheard a couple of the fellows remarking it would be a good plan to use the lawn mower over me, as I had too much color. Don't know just what they meant by it, but I may have occasion to practice boxing or give leg bail. Haven't decided which I will do if I am put to the test.

Expenses pile up so fast that I hate to ask for anything more, but you know I have no fountain pen. Shall I use a steel pen or buy a cheap fountain, or get a good one? A lot of the fellows have the Parker Pen, or the "Lucky Curve," as the boys call them, and a few have the ———.

The older fellows say: "Buy a 'Lucky Curve,' for it is a little better and cleaner than the other kind, and besides, if you break it, it is repaired free of charge." They are sold here by Mr. A. A. Shaw, who carries a fine assortment of them and who sells most of the students their supplies. As I am spending your money, I will do as you say and will not make the purchase until I hear from you. Please let me know at once.

Love to sister. See that old Bill is well-groomed. I miss him much.

Your affectionate son,
JOHN P. WILLIAMS.

My Dear Son:—

EAST AURORA, N. Y., September 3, 1904.

I am glad to hear from you, and to know that you like Alfred. I am sure as you know the city better, you will find some of the brightest spots of your life will be associated with your stay in Alfred.

Do not get discouraged. Emerson says: "He only is a well-made man who has a good determination."

I would not advise you to go looking for trouble. Some of the men who have dropped remarks for your benefit, probably have recollections of their experience. When put to the test use your own best judgment. Do what you think is right.

As to the Fountain Pen. By all means, buy a good one, and get a Parker "Lucky Curve." I have been using one for five years and it has operated perfectly, while the ——— which Charlie has, smears his fingers so much, that I do not want you to be so troubled, so buy the right kind. The Accident Policy you will get with the Parker Pen will probably be worth \$1.00 to you. Ask Mr. A. A. Shaw to help you select a pen that he thinks will be fitted to your hand and the Numbers 20, 23 and 24 are especially fine pens, as I remember them.

Old Bill seems to miss you as every time I walk into the stable he whinnies and looks around, as much as to say: "Is that you, John?"

We shall expect a letter from you at least once a week. Your sister Vivian sends her love.
Your affectionate father,
OGDEN H. WILLIAMS.

Parker Pens

They're Good—

Sold and warranted by more than 9,000 of the best dealers.

See a section of our factory, Block 47, Varied Industries Building, World's Fair.



Every Parker Pen has a **Lucky Curve** which insures a clean and perfect pen. Free Accident Policy insuring against breakage of any rubber part for one year.

Interesting. A Six-inch Aluminum Rule and Paper Cutter free to any intending purchaser of a Parker Pen who will write us to this effect, and send stamp for postage on ruler.

Let us send you our 20-page catalogue, "The Reason Why," and the name of a dealer where you can see the pen with the "Lucky Curve."

THE PARKER PEN CO.
Mill Street
Janesville, Wis.



See this large advertisement in the monthlies, such as **Munsey's, Scribner's, Everybody's, Leslie's, McClure's, Success,** and many others as well as such papers as **The Youths' Companion, Saturday Evening Post, Collier's,** etc. Its there for your benefit.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

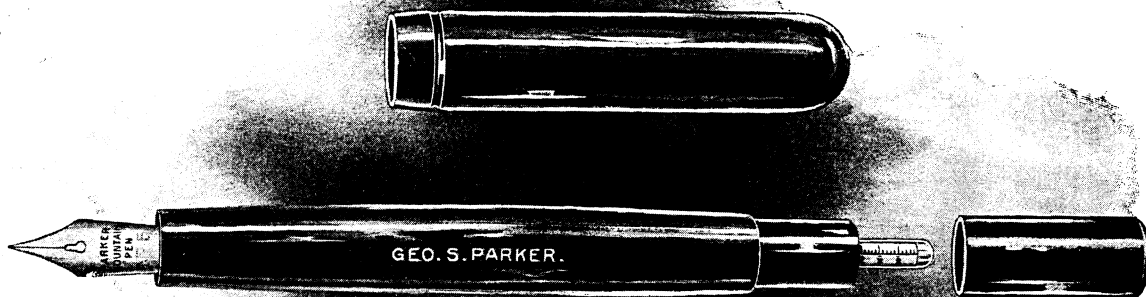


No. 024. Bull Dog Special. Price \$4.00.

This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary.



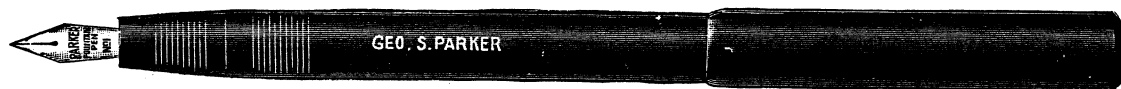
Parker Jointless Physician's Thermometer Fountain Pen, Price \$6.00. Smaller Size \$5.00.



No. 023. Hexagon. Price, \$3.00. (New.) Cut $\frac{3}{4}$ size.

Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



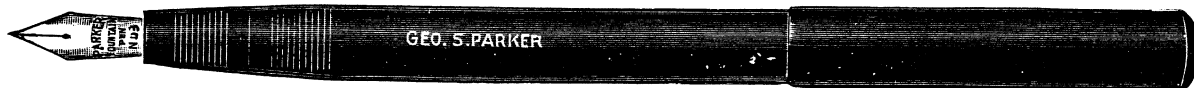
No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break Cap" fully warranted. If you prefer a pen with a screw joint, here it is.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, course or stub pen as wanted.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

NEW SPECIAL

(Cut $\frac{3}{4}$ size)

PRICE, \$1.50



Slip over cap. Does not have "Lucky Curve." A lot of Pen for a little money.

J

UST sit down a moment and close your eyes and picture to yourself all the possible customers for the Parker "Lucky Curve" Fountain Pen who enter your store from day to day. Every one who enters your store, who is not already an owner of a Parker Pen, is a possible customer.

In the minds of nine-tenths of these people who enter your store from time to time, we have implanted a desire to own a Parker Pen. * * * *

This desire in some of your customers will develop without any particular aid on your part, so that it will reach a point where they will ask you for a Parker Pen. In the majority of cases, however, you will find that in order to have it come to the surface, it will be necessary for you to encourage it.

The best method that has ever been devised thus far is the installation of one of these Show-case Assortments of our Fountain Pens in the front part of your store, where it is conspicuous and where it can be easily seen.

Were it not for this case assortment, many of your customers who come into the store would not think of making a purchase of this sort. They would simply buy what they had come for and depart.

If, on the other hand, their attention were attracted to this fine display of Parker Pens, it would call to their mind the fact that here is the very article they have seen advertised in *Munsey's*, *McClure's*, *Saturday Evening Post*, or whatever medium in which they had seen it advertised.

They would remember that here is something that they had been thinking of buying sometime, and perhaps now is as good a time as any to know something about the Parker "Lucky Curve." Wide-awake salesmanship could then take it up, and a sale would be very easily developed.

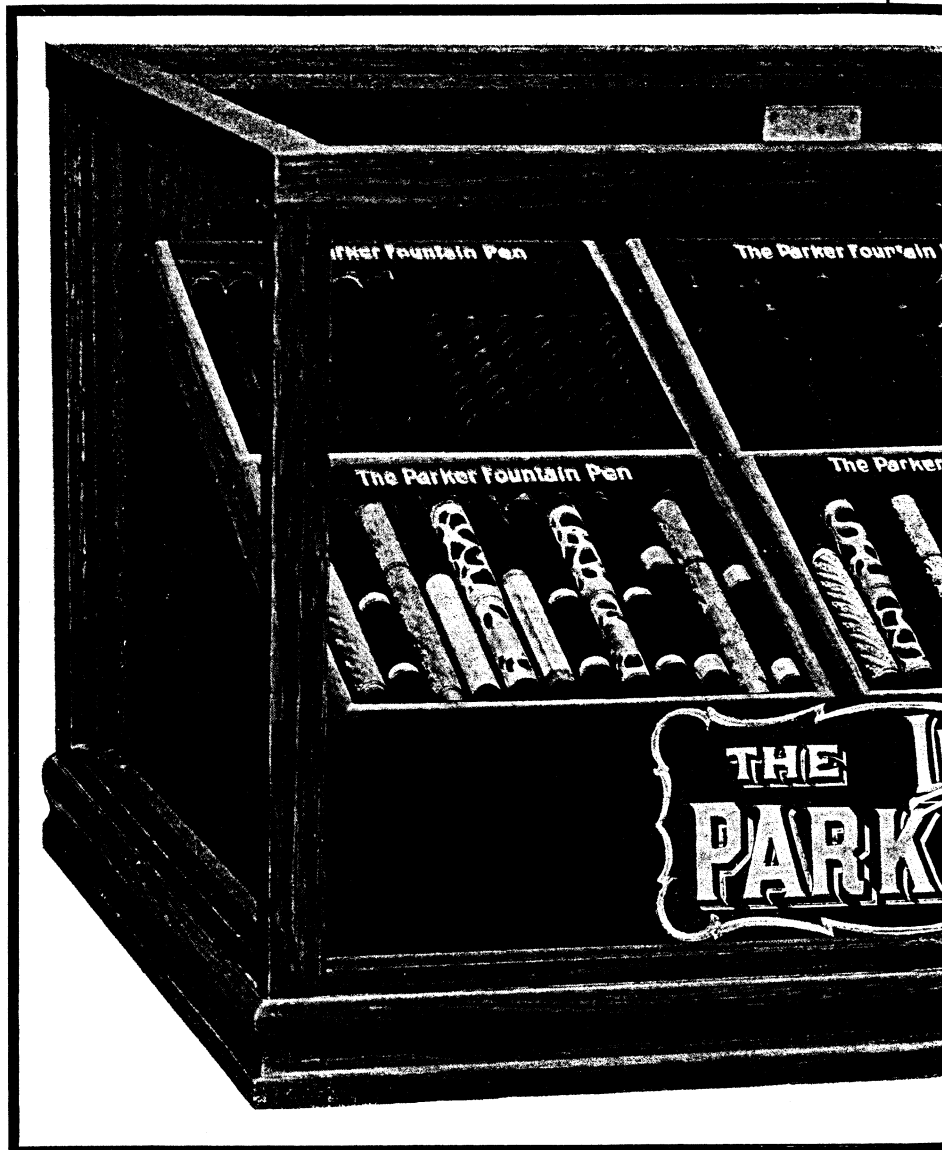
Through the medium of these Show-case Assortments, the rays of our advertising would be focused right into your own store for your benefit. You would then have the right goods in stock — the kind in which your customer is interested.

You would have your customer to whom to sell the goods.

You would have a customer possessed with a desire to own one of these pens.

You would have the arguments necessary to convince him of the much greater amount of comfort, pleasure and satisfaction that is in store for him by making use of a Parker Pen.

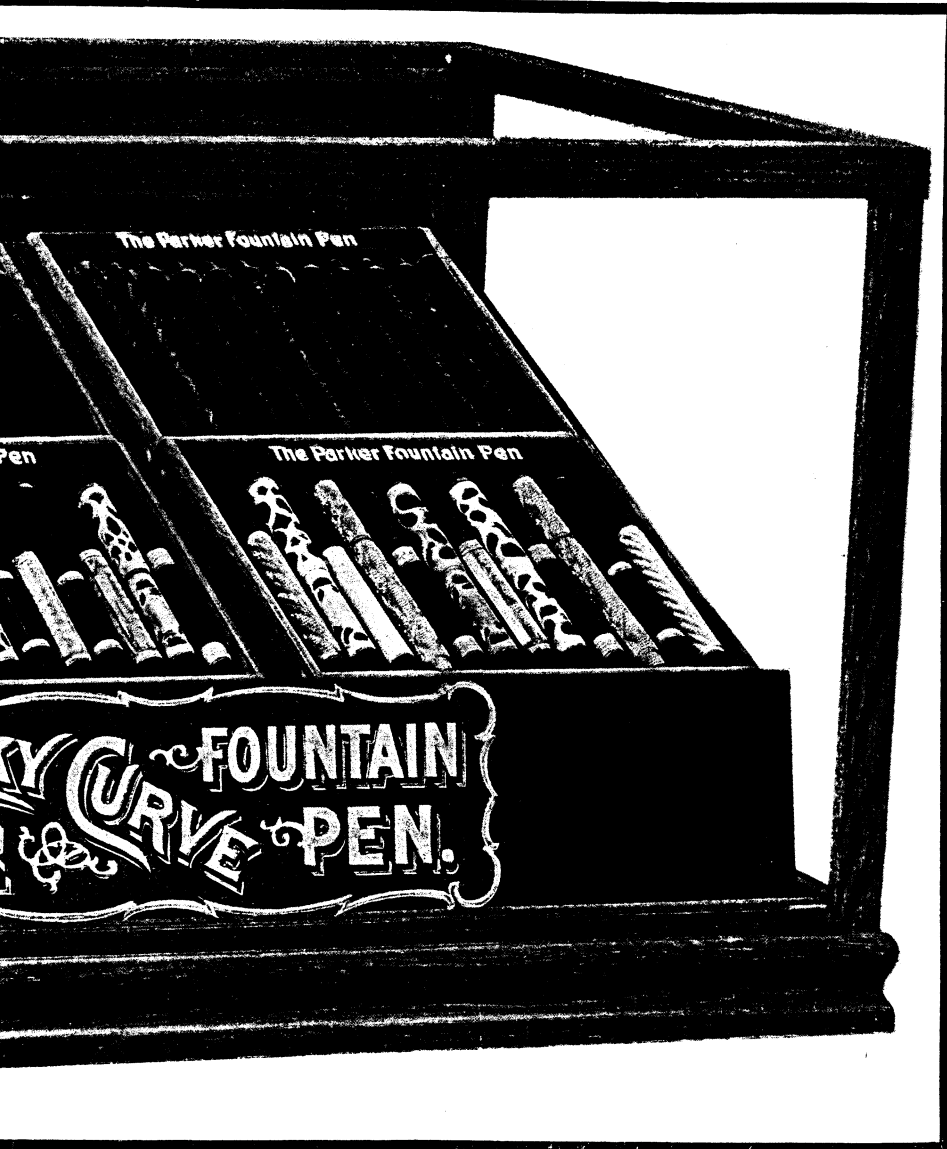
If you are engaged in a business to make money (and we take it for granted you are), then you can hardly afford not to put in one of these Case Assortments, and get in touch with the latest and best methods in Fountain Pen selling.



If you want to become equipped in the way we have suggested we will make the way easy for you.

Special Proposition

Any dealer in the United States who has a satisfactory commercial rating, or who will send us satisfactory commercial references, who desires to put in a four, six or twelve dozen case assortment of our pens, we will, upon receipt of his order, ship him one of the assortments as per the little sheet which accompanies this booklet, and he may pay for the goods in instalments as follows:



On a Four Dozen Assortment—

One-fourth of the bill in one month, one-fourth in two months, one-fourth in three months, one-fourth in four months.

On a Six Dozen Assortment—

He may pay for one-sixth in one month, one-sixth in two months, one-sixth in three months, one-sixth in four months, one-sixth in five months and one-sixth in six months.

On a Gross Assortment—

He may pay for one-eighth in one month, one-eighth in two months, one-eighth in three months, one-eighth in four months, one-eighth in five months, one-eighth in six months, one-eighth in seven months and one-eighth in eight months.

With the order we will send a very handsome show-case, nicely fitted with trays, signs, hangers, posters, and in fact everything necessary to give the dealer a start in the Fountain Pen business that will make the line one of the most profitable of any class of goods he is carrying.

This plan is not a theory. It is a tried success. It is being followed by dealers in small towns and large.

**NOW IS THE
TIME TO ACT
UPON IT** ❁ ❁ ❁

Public Schools, Colleges, Academies and Business Colleges will all soon be open in full blast, and the sale of Fountain Pens, if properly catered to, will equal the regular Holiday demand.

Therefore, if you would have Holiday sales in September, order now. Your order will be attended to the same day it is received.

BETTER ACT TODAY!

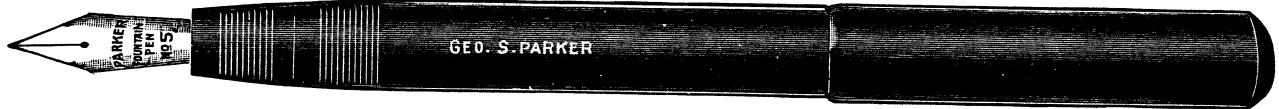
Parker Pen Company, ❁ ❁ Janesville, Wisconsin, U. S. A.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 24. Price, \$4.00. Screw Joint.

This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)



No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.

Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.



No. 8. Hexagon. Price, \$2.50.

Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber

FOUNTAIN PEN INK should go with every order. Each bottle filled with patent filler ready for immediate use. Packed in handsome cartons. Retail price 25c per bottle. Wholesale price \$1.25 per dozen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday, or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.

This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see page 14.



No. 021. Jointless. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen. If preferred can supply with Screw Joint when so ordered.



No. 14. Price \$5.00. Sterling Silver Fillgree. No. 16. Gold, \$6.00.

The Silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.

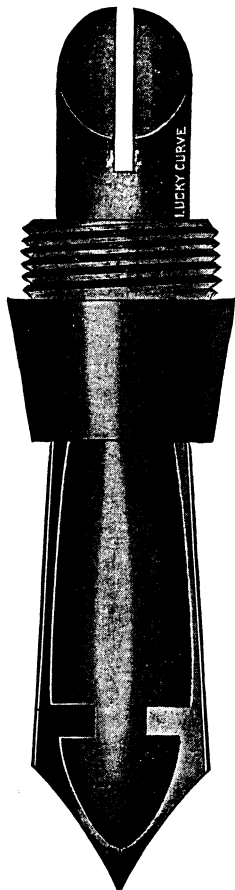


No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

TRAVELERS' INK.

Bottle packed in Screw-top Wooden Case. Patent Filler. Can be put in a grip or trunk with safety. Small size, \$1.00 per doz. Larger size, \$1.50 per doz.



HAVE you any Parker Pens in stock purchased prior to September 1, 1903, that do not have the *Spear Head Ink Retainer* in them?

Then by all means send them to us at once. We want you to have the benefit of this great improvement, and we will make no charge for so equipping your stock pens. Have you any pens that have--

Nozzles stuck or too tight?

Plugs stuck or too tight?

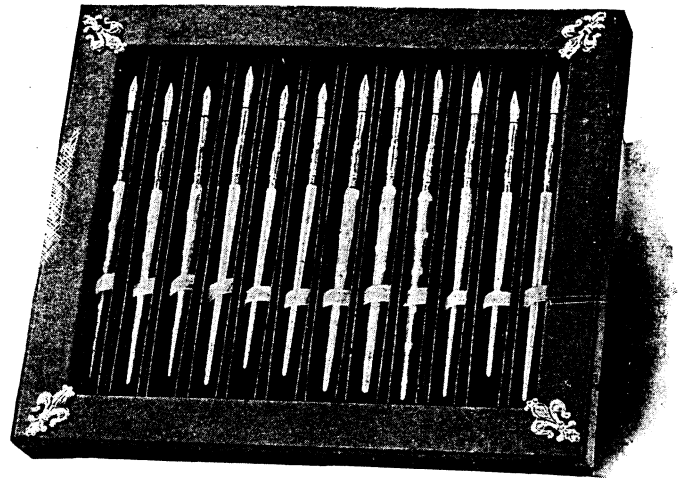
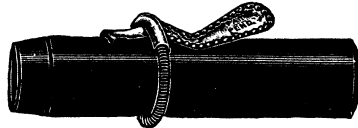
Pens that leak or are in any way unsatisfactory?

If so, send them right along to us at once.

The Spear Head Improvement prevents leaking or dropping of ink when the barrel is nearly empty.

Below is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft Rubber Band, (for soft rubber soon gets rotten and becomes worthless).

The band that holds the fastener to the pen or pencil is a fine spring piano wire coiled over a central stand to give it strength. They are nicely put up, three dozen on a carton which can stand on the show case. Are quick sellers at 10 cents each and cost \$1.50 per quarter gross wholesale.



Pearl Desk Holders.

We have a better assortment this year than we have formerly carried. The assortment includes quite a number of new styles. Accompanying each pen and holder is a neat box, plush lined bottom with Ribbon loop for pen holder.

Sold only in dozen lots, as with each dozen is sent a neat easel tray in which to display the goods.

Net wholesale price, \$10.50 per dozen.

Repairs.

Having a large factory equipped with the latest and most improved machinery for rubber working, we are prepared to do repairing of all kinds and solicit your patronage.

Remember we deem it a pleasure to cooperate with the dealer in keeping his stock in salable condition. Therefore if you have any pens that need repolishing or need new price tags, send them to us.

DON'T LOSE YOUR FOUNTAIN PEN
Use the Guaranteed Coil Wire

10c Safety Fountain Pen and Pencil Holder 10c

Attach Holder on the Cap
SAFETY FOUNTAIN PEN & PENCIL HOLDER
THE PARKER PEN CO., JANESVILLE, WIS.

Retail Condensed Price List of the Geo. S. Parker Fountain Pens.

18-Screw Joint.....	\$ 2 00
20-Screw Joint.....	2 50
23-Screw Joint.....	3 00
24-Screw Joint.....	4 00
25-Screw Joint.....	5 00
018-Jointless.....	2 00
020-Jointless.....	2 50
023-Jointless.....	3 00
024-Jointless.....	4 00
024-Jointless.....	4 00
024-Bull Dog Special.....	4 00
023-Hexagon, new.....	3 00
New Special.....	1 50
Silver Dollar.....	1 00
1-Plain Barrel Parker Lucky Curve.....	1 50
3-Ladies' Size.....	2 00
3-Chased Barrel, Straight or Taper Cap.....	2 00
5-Spiral, Black or Mottled Rubber.....	2 50
6-Fountain, Ladies' or Gents' Size, Gold Mount'd.....	3 00
8-Hexagon.....	2 50
9-Gold Mounted.....	4 00
10-Twist.....	3 50
11-Gold..... \$6 00 Silver.....	5 00
11-Aluminum.....	3 50
12-Full Pearl. A beauty.....	6 00
021-Jointless.....	3 50
14-Silver Sterling Fliegree.....	5 00
16-Gold.....	6 00
30-Full Gold.....	10 00
40-A Beauty.....	20 00

A Trip to the World's Fair



ONE of the most effective and successful forms of advertising and selling Fountain Pens at retail, is by means of a **Window Display**. We have discovered that the dealers who make window displays are invariably the ones whose accounts on our books show the greatest activity. Therefore, it necessarily follows that if this plan of selling goods is successful, it should come into more general use.

In order to stimulate more dealers or their salesmen to make **Parker Pen** display, prizes to the extent of \$250 will be offered for the best Parker Pen windows.

The Time Limit to make these displays to be between May 15th and Oct. 1st, 1904.

In these windows must be used the Warrant or Accident Policy, and at least two or more of the signs that we can furnish, arranged together, however, with any additional matter that the competitor may see fit to use. **We will loan any dealer making the display a large Papier-mache Fountain Pen 4 feet long, which is a great thing to attract attention; a collection of signs and advertising matter, etc.**

Originality of design, attractiveness of display, and number of sales made, will all be taken into consideration in awarding the prizes, which will be as follows:

1st PRIZE. A Round Grip Railway Ticket to the World's Fair and return; and an allowance of \$5.00 per day for hotel and other expenses for six days.

2d PRIZE. A Round Grip Railway Ticket to the World's Fair and return, and daily admission to the grounds without expenses.

3d PRIZE. \$20.00 in cash.

4th PRIZE. \$15.00 in cash.

5th PRIZE. \$10.00 in cash.

Next Ten Prizes, each a \$5.00 Parker "Lucky Curve" Fountain Pen.

Next Ten Prizes, each a \$2.50 Parker "Lucky Curve" Fountain Pen.

CONDITIONS

PHOTOGRAPHS of each display must be sent the Parker Pen Company.

Dealer may make as many entries as he has displays. For instance, suppose he makes one display each month during period. This would entitle him to same number of entries.

Size of cities and amount of sales will be taken into consideration.

Windows must be displayed at least three days.

Number of sales of Parker Pens made during display.

Number of days display was made.

Entries may be made by either Clerks or Proprietors.

OUR WORLD'S FAIR EXHIBIT.

Is located Block 47, Varied Industry Building, and is in charge of our Mr. W. H. Colling, who will be very pleased to have you call and make our place your headquarters, your meeting-place, a place to sit down and rest and receive a cordial welcome.

As a part of our exhibit we have also installed men and machinery from our factory in Janesville, to show the process of manufacture of the Parker Pen, and is the only **Live Exhibit of this kind at the World's Fair.**

Parker Pen Co., Janesville, Wis.

PARKER

LUCKY CURVE FOUNTAIN PEN

ACCIDENT POLICY INSURING PARKER PEN.

This is to certify that

Mr. _____

Town _____ *Street* _____ *State* _____

has this day purchased in Parker "Lucky Curve" Fountain Pen of the undersigned, duly authorized agent for the Parker Pen Co., Janesville, Wis., and is, thereby, made a member of the "LUCKY CURVE" CLUB.

The above Certificate is valid only when the full retail price was paid for said pen, therefore, these conditions being complied with, this certificate entitles the owner, whose name appears above, on return of the pen and the Certificate to the Company, properly dated, filled in and signed by the authorized dealer for the Parker Pen Co., to have the Fountain Pen put in good repair, if broken or unsatisfactory in any way, free of charge for a period of one year, except as noted below: This one-year warranty does not apply to the gold pen, as it is often injured by careless use. When pen is returned, it must be accompanied by a 2-cent stamp for return postage, for ordinary mail, at owner's risk, or by 10c extra and it will be returned by registered mail, at owner's risk.

Countersigned by dealer _____ *For Parker Pen Co.*

City _____ *State* _____ *Date* _____ JANESVILLE, WIS. U.S.A.

NOT VALID UNLESS ALL CONDITIONS ARE COMPLIED WITH.

NOT GOOD UNLESS RETURNED WITH PEN FOR IDENTIFICATION.

By the way, do you issue with each Parker Pen sold the **Accident Policy**? If you do not talk this feature strong you are losing a big talking point.

Just Think! This Accident Policy, when properly filled in and countersigned by any authorized dealer, entitles the owner to free repairs of any part of his fountain, except the gold pen, for a period of one year from date of sale.

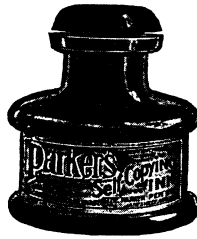
The policy must always accompany the broken pen. Talk it, show it and explain to all your customers and you will make friends by so doing. A reduced facsimile of this policy is shown herewith.



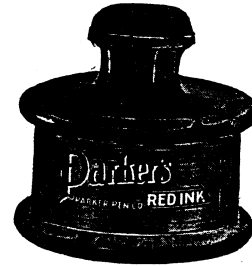
Parker's Black Ink. Net wholesale price: 2-oz. cones, per gross, \$2.75; 4-oz., per gross, \$4.00



Parker's Mucilage. Net wholesale price: 2-oz. bottles, per gross, \$4.20; 4-oz bottles, per gross, \$7.20; Pint bottles, per dozen, \$3.00; Quart bottles, per dozen, \$5.00.



Parker's Self-Copying Ink. Net wholesale price: 2-oz. bottles, per gross, \$4.20 per gross. Heavy ink. Takes fine copy or several of them from one writing.



Parker's Red Ink. Net wholesale price: 2-oz. bottles, full measure, per gross, \$4.20; 4-oz. bottles, full measure, per gross, \$7.20; 1/2-pint bottles, full measure, per doz., \$3.60.

PARKER'S WRITING FLUID IN QUART BOTTLES. Price 75c. per bottle retail. \$4.00 per dozen wholesale.

5c Size, Square Bottle, \$4.20 per gross. 10c Size, Square Bottle, \$7.20 per gross.



Banker's Safety Ink

There is not a banker, lawyer or insurance man in your city of any note that would not gladly make an investment in this wonderful ink if they knew about it. The

only kind of ink with which wills or any kind of important papers should be written. The only safety ink sold. *Acids will not affect it.* Quarts only. Speak to your lawyer or banker about it. Price, \$1.00 per quart, wholesale \$6.00 per dozen.

Parker's Combined Writing and Copying Fluid

Quarts, full measure, each, 75 cents. Wholesale price, \$4.50 per dozen.

Carbon Paper

Not one person in a hundred understands the modern uses Carbon Paper is being daily put to. It is the means when used with a Parker Manifold Fountain Pen of preserving an exact copy of your correspondence, orders or any kind of writing. Imp-

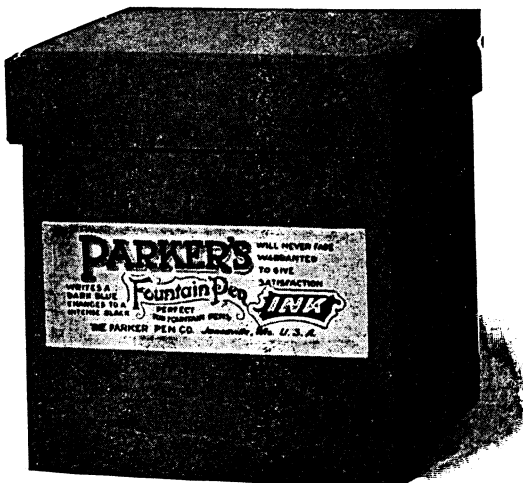
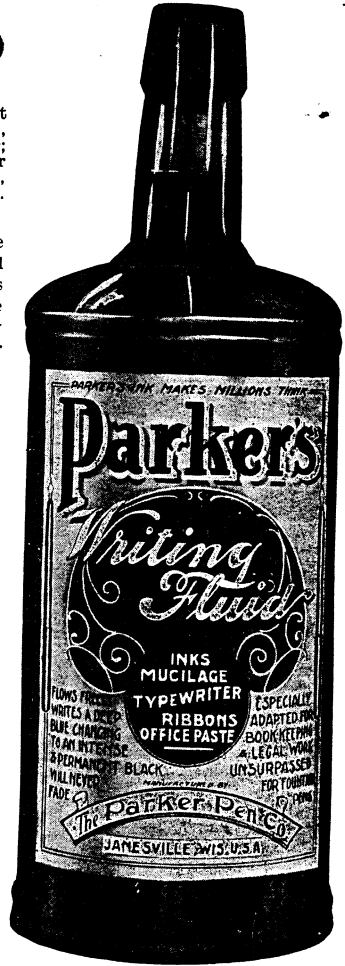
pressions or copy books are but relics of the past as compared with carbon copies. The use of carbon paper saves the Parker Pen Co. hundreds of dollars a year. You should not only use it yourself, but recommend it others as it is a time-saver. Two kinds, one for the pen, the other for the typewriter. By a recent order the U. S. Express Co. has done away with the impression copy, and requires carbon copies instead in all offices. Size of sheets 9x11 or 9x13 inches as ordered. Per dozen sheets, 60c. 100 sheets in a box, \$1.00; wholesale price \$2.00 per one hundred sheets.

Parker's Fountain Pen Ink

Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label.

Patent Rubber Cork fitted with each bottle. Price, 25c per bottle. Wholesale price, \$1.25 per dozen. Cannot be sent by mail. Same as above without patent filler \$1.00 per dozen. Better order a quarter gross as it is a great seller. Remember 1/4 gross by freight will go as cheaply as a dozen by express.

Parker's Liquid Glue. Net wholesale price: 1-oz jar, round, large-mouth, per doz., 60c; Parker's Liquid Glue will stick glass, pottery, in fact almost everything.



Parker's Fountain Pen Ink

Mercur Pens

WHOLESALE

\$6.00 PER DOZEN

IN view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader, we have concluded to put out a Fountain Pen under the name of "Mercur" that we will sell to the trade in lots of one dozen, or more, at \$6.00 per dozen. We prefer not to sell in less than dozen lots, but in event less than one dozen is ordered, the price will be \$6.60 per dozen. Just the thing with which to make a run. A gross would cost you \$70.00. It is an excellent pen for the money and will give very good satisfaction. We are in a position to fill orders, large or small.

SILVER DOLLAR.
Upper or Lower
Feed as desired. \$1.
PRICE.....\$1.



Supplied under the Name of "Palmer Pen" if desired.

This pen is cheap—but good. It is not sold as equal to the Lucky Curve Parker—for it is not. Good Pen for the money. Has screw joint but does not have Lucky Curve feed. Best the market affords for the price.